

Buy Detail Report

Revision #: Date: 11/2/2012

Client: Ben McAdams for Salt Lake County Mayor	Estimate: 456	Vendor: KSTU-TV	Send Billing To: Love Communications
Media: TV	Description: Ben McAdams Mon-Tues TV addition	5020 West Amelia Earhart Dr.	546 S. 200 W
Product: Mayor	Flight Start Date: 10/29/2012 05:00 AM		
Market: Salt Lake City-Ogden	Flight End Date: 11/6/2012 04:59 AM	Salt Lake City, UT 84116	Salt Lake City, UT 84101
Primary Demo: Adults 25-64	Survey: Nov11 DMA Nielsen Live+7	Contact: Jeff Bruderer	Phone: 801-519-8880
Separation between spots: 30	Buyer: Amanda Chew	E-Mail: jeff.bruderer@fox13now.com	Fax: 801-519-8884
		Phone: 801-536-1305 801-856-1611 C	
		Fax: 801-536-1334	

Estimate Comments: This flight runs Sunday 11/04 through Tuesday EM. Thanks!

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 11/5	Total Spots	Adults 25-64 Rtg/CPP
KSTU-TV							
1	MTu 5:30a- 6:00a Fox 13 Good Day Utah 8am	\$350.00	\$297.50	30	1	1	1.0 \$350.00 \$297.50
2	Tu 7:00a- 8:00a Fox 13 Good Day Utah 7am	\$600.00	\$510.00	30	1	1	1.5 \$400.00 \$340.00
3	M 7:00a- 8:00a Fox 13 Good Day Utah 7am	\$600.00	\$510.00	30	1	1	1.5 \$400.00 \$340.00
10	MTu 4:30a- 5:00a Fox 13 Good Day Utah 8am	\$100.00	\$85.00	30	1	1	0.5 \$200.00 \$170.00
Total Spots:						4	
Total GRP/GIMP(000):							4.5
Total CPP/CPM:							\$366.67 \$311.67
Total Cost:		\$1,650.00	\$1,402.50			4	

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